

ONE CARBON WORLD

# ONE CARBON WORLD

ABOUT US





ONE CARBON WORLD

# **EMPOWERING NATURE-BASED SOLUTIONS THROUGH INCLUSION AND DIVERSITY**





"Our planet needs to sequester and capture more carbon if we want to limit global warming to 1.5°C. Nature-based solutions are vital to the transition to a net-zero world by mid-century, and we all have a role to play"

CLIMATE  
NEUTRAL  
NOW



**One Carbon World** is a climate-positive, not-for-profit organisation collaborating with the Climate Neutral Now Initiative, launched by the United Nations Climate Change (UNFCCC). We offer advice and support on measuring and reducing the emissions of small and large organisations. Through our grants, these organisations also support **nature-based solutions worldwide and clean energies in developing countries**. We operate in 31 countries and have already secured a commitment to reducing and rebalancing over 20 million tons of CO<sub>2</sub>e from the atmosphere.

In 2021, One Carbon World was awarded **Gold recognition** in every step of its operations (Measure, Reduce, Contribute) by the Climate Neutral Now Initiative, showing our total commitment to climate action and sustainability. Climate Neutral Now invites organisations, governments and citizens to work toward global climate neutrality by addressing their own climate footprint through a 3-step method:

- Measure their greenhouse gas emissions (carbon footprint)
- Reduce them as much as possible through concrete steps; and
- Offset unavoidable emissions and contribute to climate action

This is exactly what our approach as an organisation is about. One Carbon World helps organisations get recognised by this Initiative for their outstanding achievements and provides them with a clear roadmap toward climate neutrality. Since 2019, One Carbon World has supported hundreds of organisations and **around 100 private and public companies and agencies** of all types to join the UN CNNow Initiative, contributing to a cross-sector approach to tackle climate change. **Over 31% of those organisations who joined the initiative did so through One Carbon World.**



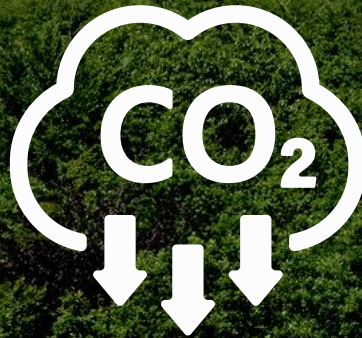


“As a result of our work worldwide, we are able to offer scalable solutions for our planet, facilitating the support of nature-based projects in Latin America and the world, and sequestering millions of tons of CO<sub>2</sub>e”

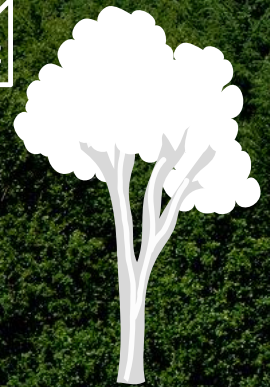
Our **diversity and inclusivity programme** is pioneering in many sectors and making sure that all businesses are represented. We already helped join the **UN Climate Neutral Now Initiative**, among others:



THE FIRST CIRCULAR DENIM  
BRAND IN THE WORLD



THE FIRST EMBASSY IN THE  
WORLD (BRITISH EMBASSY  
MONTEVIDEO)



THE FIRST NATURAL  
COSMETICS COMPANY IN  
KENYA

THE LARGEST ROSE FARM IN  
THE WORLD (BASED IN  
ETHIOPIA)

THE FIRST COFFEE PRODUCER IN  
THE WORLD (BASED IN LATIN  
AMERICA AND THE UK)



At COP25, our CEO Andrew Bowen started a joint **UK-Japan-Australia initiative** with Makoto Ijuin, CEO of Ecologica. Together, we are supporting events like **Earth Day Tokyo 2021** to increase awareness on the impact of climate change and inspire sustainability worldwide.





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# REGENERATING SOILS FOR CLIMATE AND FARMERS



FARRINGTON OILS, CARBON-NEUTRAL AND PLASTIC-NEUTRAL FARMER FROM THE UK - LEADING THE WAY IN CARBON SOIL SEQUESTRATION, WITH ONE CARBON WORLD



**38% of our planet's land surface is used for agriculture. We have a unique opportunity to sequester carbon back into our soils as a way to fight climate change.**



**AgriCaptureCO<sub>2</sub>**

One Carbon World is recognised as a **leader in nature-based solutions** for our planet. We are pleased to be a methodology and carbon credit expert working alongside fourteen partners from **Greece, Serbia, Belgium, the UK, Poland, the Netherlands, and Germany** in **AgriCaptureCO<sub>2</sub>**. This 3-year project funded by the EU Horizon 2020 Research and Innovation Programme aims to support farmers with **earth observation, regenerative farming practices, and rewards through carbon credits.**

Agriculture has a significant potential to sequester and store carbon in soils through regenerative agricultural practices. Farmers will need the proper support and incentives to achieve this potential: this is what AgriCaptureCO<sub>2</sub> aims to deliver. This project is already building a community supported by making use of new technologies. We are working with farmer case studies in 5 countries, from rural farmers in Kenya to olive growers in Greece, to pilot and test this approach and develop digital solutions.



AgriCaptureCO<sub>2</sub> supports **Lancashire County Council** (a leading region in the UK). Using AgriCaptureCO<sub>2</sub>, Lancashire will explore how the land under public ownership can be used to **maximise carbon sequestration** and the associated costs from different options. This will include nature-based solution options for former land sites, former collieries, and other reclaimed sites. It also includes making maximum use of garden and forestry waste processing to contribute to soil health.

**We are pioneering the first registered VERRA project in Europe, called the Great British Sustainable Farming project**

Moreover, powered by our joint agenda with the **British Embassy Montevideo (Uruguay)**, One Carbon World is proud to present its partnership with **Carbosur**, an Uruguayan company established in 2000 to provide specialised services on climate change mitigation. Together, combining our experience in afforestation and regenerative agriculture, we will bring **agroforestry solutions and carbon credits to Uruguay, Argentina, Colombia and other Latin American countries**, strengthening our commitment to the fight against climate change.



**CARBOSUR**



One Carbon World receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101004282

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**UK-KENYA  
INNOVATION:  
A COUNTRY-WIDE  
INITIATIVE THAT  
TRANSCENDS  
BARRIERS  
AND BORDERS**







One Carbon World has a strong presence in **Kenya**. Our commitment to sustainability and the protection of the environment translates into a **solid partnership with Kenyan flower farms, natural cosmetic companies, bio-food producers, marketing consultants, and conservation organisations, among others.**

What started out as a joint initiative with the UN to put an end to the underrepresentation of some sectors and countries transformed into a solid country-wide initiative in Kenya, a country with great potential. One Carbon World started supporting the Kenyan flower industry through subsidised grants in order to help them understand their green assets in the fight against climate change and communicate their achievements. However, this also created momentum for other sectors and industries to take action. **This initiative demonstrates the importance of promoting inclusion and inspiring sustainability through international cooperation and collaboration.**

We are seeing how our actions started to change lives, create employment, improve training and skills, and promote the protection of the environment in the local communities we are supporting. The results were so positive that we are now also working with the Kenyan manufacturing sector through our partnership with KAM (Kenyan Association of Manufacturers), a business association that unites industrialists and offers a common voice for businesses. Together, we sealed an agreement to **share skills, deliver a capacity and capability programme, and promote sustainable value chains** to help achieve the goals enshrined in the Paris Agreement.



Moreover, **AgriCaptureCO2 will support Kenya's horticultural sector.** Horticulture is particularly sensitive to the impacts of climate change due to high-water demand and strict temperature requirements. Involving the whole **supply chain** for cut flowers, AgriCaptureCO2 will provide a clear path to **building resilience**, reducing emissions and increasing revenue from carbon credits for farmers in Kenya. Building from a representative sample, we will scale to offer opportunities to a critical mass of producers.



IN KENYA, ONE CARBON WORLD IS ALREADY MEASURING EMISSIONS FOR THE PRODUCTION OF OVER 1 BILLION FLOWERS ANNUALLY. WE ARE ALSO INSPIRING SUSTAINABILITY AND CHANGE IN NEIGHBOURING ETHIOPIA AND STARTED WORKING WITH AFRIFLORA SHER, THE LARGEST ROSE FARM IN THE WORLD. AS PART OF ONE OF OUR CORE OBJECTIVES, WE ARE SUPPORTING UK ORGANISATIONS TO GET INVOLVED IN THIS INITIATIVE AND DEVELOP MORE SUSTAINABLE TRANSNATIONAL VALUE CHAINS

## SOME OF OUR CLOSEST PARTNERS BASED IN KENYA





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# NATURE-BASED SOLUTIONS: THE GALAPAGOS ISLANDS CASE STUDY





We partnered with South American coffee growers to measure, reduce, and **identify and improve their green assets to rebalance their carbon footprint**. This assessment identified that a significant proportion of their carbon footprint is associated with the coffee they purchase and sell. This clarity and awareness allowed them to focus their efforts on finding ways of reducing the carbon footprint at the farm level.

Engagement with the **local coffee growers in the Galápagos Islands (Ecuador)** followed, and a farm level assessment was completed to assess GHG emissions and the carbon sequestered through local agricultural practices. This highlighted not only areas where emission reductions and agricultural practice improvement could be made but it also quantified the green assets of the local farmers.

**"The Galápagos Islands have been especially affected by COVID and its impact on tourism, therefore this innovative solution not only brings much-valued revenue (jobs, economic value to the island) but also unifies the commitment towards sustainability, the protection of the environment and the fight against climate change"**

One Carbon World carried out an approved verification of this farm-level assessment – the result being carbon-neutral coffee. This coffee, sourced from the Galápagos Islands, is purchased and sold by a high profile, public-facing organisation.

The **benefits** of this project are far-reaching and significant:

- Further sequestration of carbon in soils
- Local, environmental action supported by large corporate organisations with a significant level of influence
- A supported local economy - increased coffee prices are paid to the local growers
- An ecosystem for growers to share knowledge and best practice with one another
- Further enhanced sense of stewardship and conscious farming within this unique environment
- Water conservation in an environment vulnerable to climatic changes (e.g., increasing droughts)
- Positively communicates the environmental action taken by local growers in the Galápagos Islands to Starbucks coffee drinkers across the globe – encouraging the end-user to consider the environmental impact of the decisions and choices they make
- A model that can be transposed across other coffee and food supply chains to scale up the positive impacts





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# NET-ZERO FOOD VALUE CHAINS

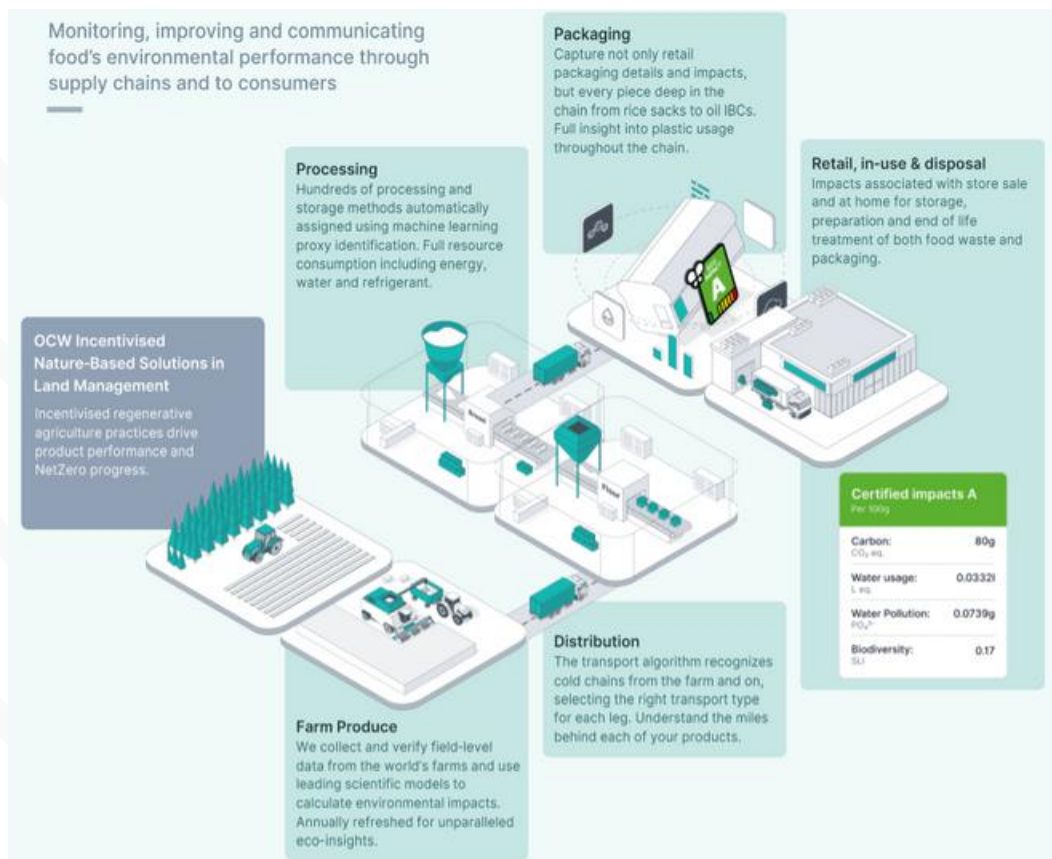




## Incentivising nature-based solutions in land management to improve product performance and communicate it through supply chains and to consumers

Retailers and Brand Owners over the world are making Net-Zero pledges that include Scope-3 reduction and collaboration with farmers to improve performance (British-Retail-Consortium, BRC-2020). One Carbon World's NetZero Food Chain Consortium (NZFC) is delivering the methods and digital infrastructure for this to happen at scale. 2021 saw the launch of an ambitious pilot programme that sets out to deliver:

- 1) The means to **monitor, improve and communicate food's environmental performance through supply chains** and to consumers in a scientifically robust, standardised way. The system accounts for carbon and other environmental metrics from 'source to shelf' and culminates in Foundation Earth's recently launched eco-impact label.
- 2) **AI-driven product and assortment carbon insights** to Retailers and Brand owners using primary supply chain data already held in their brand compliance systems, married with field-level farm data collected annually from 300,000 statistically-representative farmers across 55 countries, 46 crops and 111m acres. These insights surface carbon hotspots and agricultural opportunities to improve performance.
- 3) The means for farmers to leverage **nature-based land management practices to improve the environmental performance of their produce** and make them more competitive in the NetZero economy. We are supporting farmers to be more regenerative, increasing the carbon sequestered into their soils, generating verified carbon credits that can be sold downstream to Retailers and Brand Owners who seek to 'inset' their unavoidable emissions.

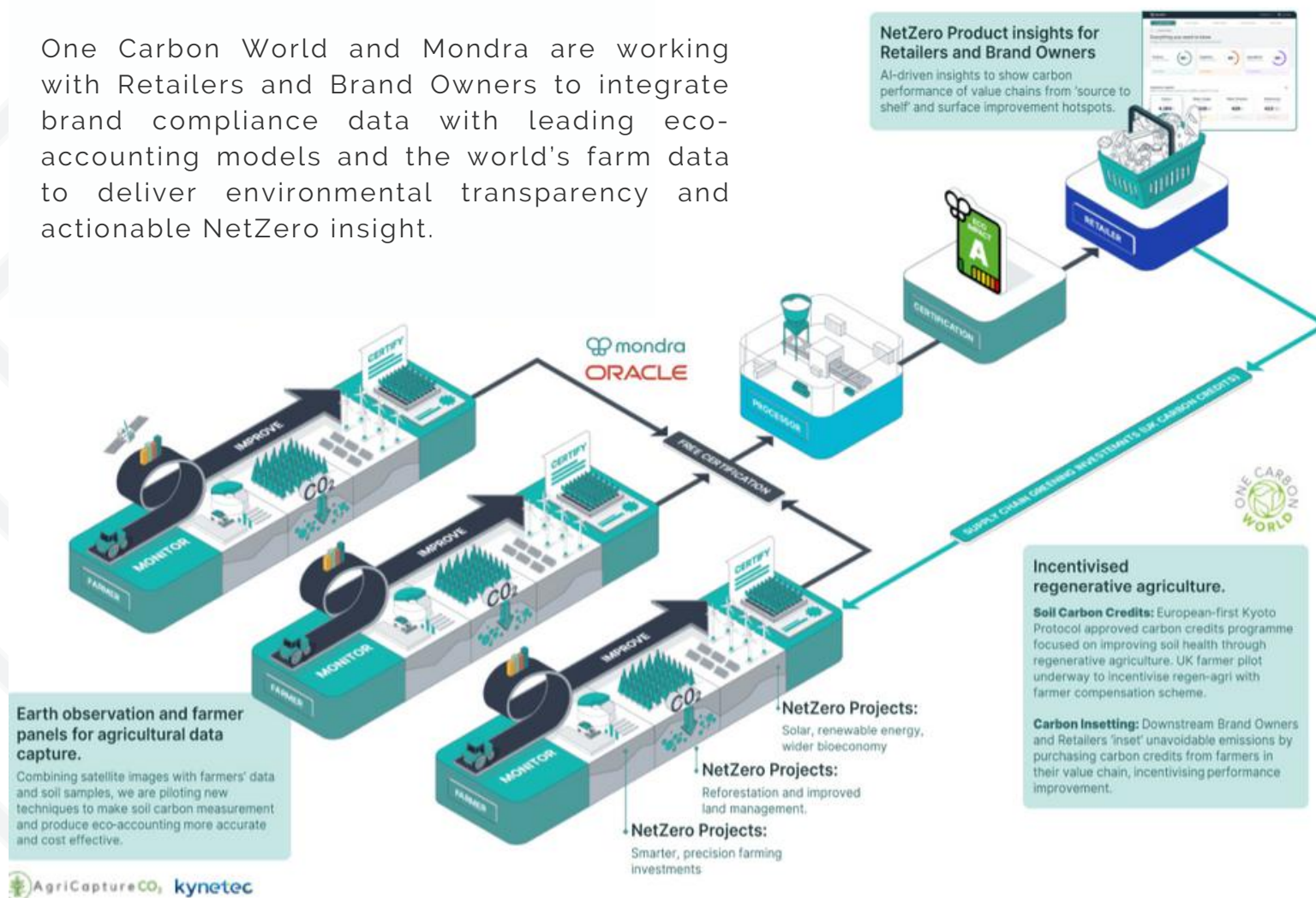


We are delivering this agenda through international collaborations with leading food and tech giants, and government support. Our mission is to use the power of market competition, supply chain collaboration and financial incentives to drive decarbonisation and deliver NetZero Food Chains to 2040.



Leveraging data from 250,000 supply chains, 300,000 farms and satellite data to comprehend eco-footprints at each stage of the value chain and drive Net-Zero performance.

One Carbon World and Mondra are working with Retailers and Brand Owners to integrate brand compliance data with leading eco-accounting models and the world's farm data to deliver environmental transparency and actionable NetZero insight.





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**THANK YOU**

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